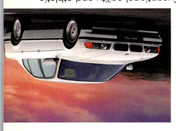
# World Class Performers

**For over seven decades, BMW's standards of excellence, athletic spirit, and quest for the ultimate in performance have earned worldwide acclaim and thousands of dedicated fans.**

It's a natural match for the international automobile recognized as "The Ultimate Driving Machine®" to become an Official Sponsor of the 1996 Olympic Games and U.S. Olympic Team. Their mutual goals and performance characteristics have much in common.

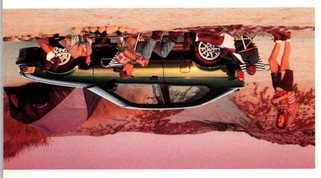


**Spirited performance – it's what BMWs are all about.** For over 70 years, BMWs have been designed and built for, around, and by people who love to drive. These are not simply four wheels to get you from point A to point B. BMWs are built to be fun to drive – to add enjoyment to what otherwise could be a routine trip. Exceptional agility and athletic performance put BMWs in a class all their own. It's also why avid fans will tell you that driving a BMW can spoil you for other cars.

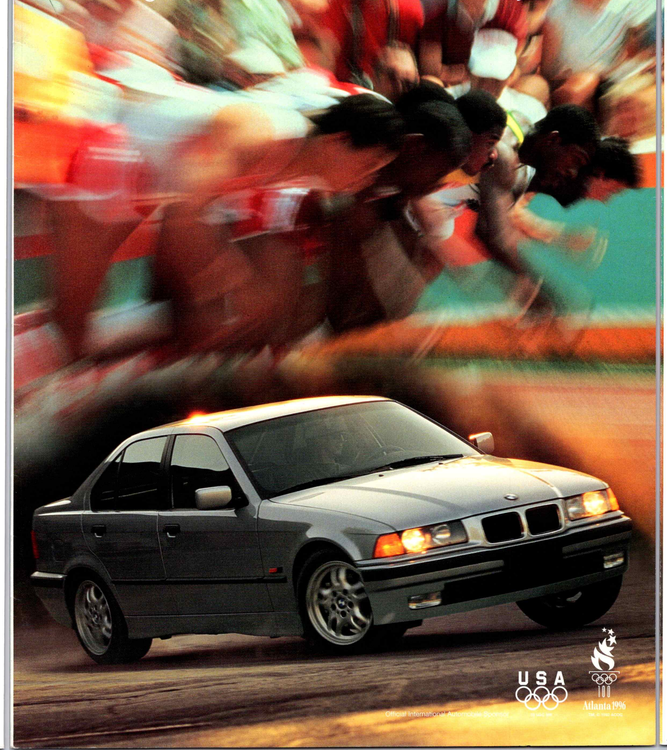
**A constant push to make the best ever better.** New design refinements and advanced technologies are introduced on an ongoing basis. All models produced in 1995 have the added security of BMW's Coded Driveaway Protection, an electronic anti-theft system that immobilizes the engine. They can only be started with one of the special encoded keys that are embedded with a computer chip. And Dynamic Stability Control (750iL and 850Ci) builds on BMW All Season Traction's impressive tenacity on slippery road surfaces. This technology senses and helps control over- or understeer, for added stability – especially on curves.

**Muscle development.** In the 1996 3-Series, BMW introduces a new generation of its renowned in-line 6-cylinder power plants – a 190-hp, 2.8-liter dynamo that delivers 14 percent more torque than its predecessor, for effortless acceleration in everyday driving – and true winning performance.

**World-class artistry.** Regardless of which model appeals to your driving or lifestyle, the BMW interior immediately makes you feel at home. Controls and information displays are just where you'd expect them to be. The seats feel tailored to you – and they are, with variable adjustments for height, safety belts, and even the location of lumbar support in some models. We invite you to come in for a test drive. Only then, as you take curves or maneuver through traffic, will you discover the feeling that you and your BMW are totally in sync. And you will notice in yourself an assured sense of confidence, security and satisfaction.



**You are the best judge. We invite you to test the BMW driving experience – and be prepared for a World Class Performance that will leave you cheering. And smiling.**



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## Excellence. A competitive spirit to be the very best. Athletic agility. World class performance: BMW.

It takes a lifetime of dedication to become an Olympic athlete – or a world class automobile. BMWs are internationally admired as The Ultimate Driving Machine® – and for good reason. Their athletic agility and outstanding performance have been tested and honed on the Nürburgring race track. Technological and design initiatives that continue to outdistance the competition – while reaching new levels of excellence – add to your driving safety, comfort and overall enjoyment.

Emotional rewards are a special added value. In a new study* on the things that excite and delight owners about their new cars, BMW leads two categories as the most appealing Luxury Car (7-Series – "Outstanding in all areas") and the most appealing Midsize Car (325i – "High-spirited passing power, quiet ride, comfort"). And owning a world class BMW may be more affordable than you think – lease and financing options can be tailored to your needs.

Look over the BMW performance team shown here. Within a surprisingly wide range of models, there's a BMW designed just for you. Come visit your local BMW dealer for a test drive. You'll find it's a winning experience.

* J.D. Power and Associates 1995 Automotive Performance, Execution and Layout (APEAL) Study of 196 new car and truck models, surveying 27,859 owners on 100 product attributes after four to five months of ownership.

# 3-Series

**3-Series "The best keep getting better,"* Car and Driver stated in selecting the BMW 325i as one of the "Ten Best Cars" for the fourth year in a row. True. And now, BMW adds a more powerful engine and major enhancements to its popular 3-Series models – making the best even better.** In the 1996 **328i** sedan, coupe and convertible, BMW introduces a new generation of its renowned in-line 6-cylinder engine – a 2.8-liter, 190-hp dynamo that produces 14 percent more torque than its predecessor, the 325i. In addition, the new 328i models add sporty alloy wheels**, Automatic Climate Control with individual temperature controls*** and an optional Harman-Kardon sound system.†

The 1995 318i models, with a 4-cylinder 16-valve engine that requires very little maintenance, are the thinking owner's answer to practicality, value and fun.

For those who enjoy added luxury or more dynamic driving, BMW offers special Premium and Sports Packages of popular features for the **328i** and **318i** sedans, coupes and convertibles.††

"Is this the perfect car, the perfect performance racer or just the perfect sports coupe?" raved *AutoWeek*††† when testing the BMW **M3** Sports Coupe. *Automobile Magazine* selected the **M3** as the "1995 Car of the Year." Pitted against tough competitors, these medal-winning results are high praise. The dynamic **M3** is propelled by a 3.0-liter in-line six, and is capable of 0-60 in 6.1 seconds (manual). For those who desire added comfort, luxury and a more understated exterior, the **M3** is available with an optional Luxury Package. And for travel convenience, a 5-speed automatic transmission is optional – the first ever in an M car.

The most affordable BMW yet – the spirited **318ti** three-door sports coupe – made its debut this year, exciting fans with its flexible attitude and price tag starting at around $20,000. In addition to all the benefits you expect from a BMW – quality, reliability, safety, great looks, athletic performance and value – the **318ti** adds a brilliantly versatile rear compartment that totes gear or the gang in style.

Sporty and sleek, blending pure pleasure with an underlying practical nature, the BMW 3-Series provides a diversity of models to suit the varied lifestyles of active individuals.

*. January 1995.
**. 328i Coupe and Convertible only.
***All 3-Series models except 318ti.
†. 328i Sedan and Coupe only.
††. Sports Package not available on 318i Convertible.
†††. February 27, 1995.

M3

3-Series Sedans

3-Series Coupes

318ti

3-Series Convertibles

# 5-Series

**5-Series What makes a great car even greater? Added value. Plus safety, durability and performance. The 1995 5-Series offers all this and more.** The 1995 **525i** sedan and **525i Touring** sportwagon are versatile luxury automobiles that are unsurpassed in practicality and in spirited driving pleasure.

And with the addition of an optional Premium Package, the **525i** and **525i Touring** offer more value than ever. This Premium Package includes popular features such as leather seats and walnut wood trim, a remote keyless entry security system, on-board computer and cross-spoke alloy wheels, and on the **525i Touring,** BMW's unique dual-panel sunroof. These valuable features are standard equipment on the **530i** sedan, **530i Touring** and the **540i** sedan.

Luxurious, comfortable and totally functional, the **540i** sedan is the quintessential BMW. Beautiful to behold, this impressively quiet powerhouse teams a 4-liter V8 engine with a maintenance-free 5-speed automatic transmission to reach 60 mph in just 6.7 seconds. For 1995, the **540i** adds an optional 6-speed manual transmission for truly dynamic driving enjoyment.

BMW's **530i** and **525i Touring** models are ideal for business or pleasure. They offer the superb drivability of a performance automobile, a luxuriously comfortable interior, spacious cargo area, and the flexibility of split rear seats to easily accommodate various combinations of cargo and passengers.

From the 2.5-liter 6-cylinder engine of the **525i/525i Touring,** to the 3-liter V8 in the **530i/530i Touring** and the 4-liter V8 in the **540i,** the BMW 5-Series offers dynamic performance, low routine maintenance, outstanding value – and a most pleasurable driving experience, regardless of your destination.

540i

525i

740iL

5-Series Touring

530i

750iL

740i

# 8-Series

**8-Series Exhilarating. Exclusive. Elegant. The stuff of which dreams are made... cars like the BMW 8-Series Sports Coupes come along only rarely.** Designed for spine-tingling acceleration, exhilarating handling and consummate luxury – all wrapped in a stunning package – what more can one ask for in a travel companion?

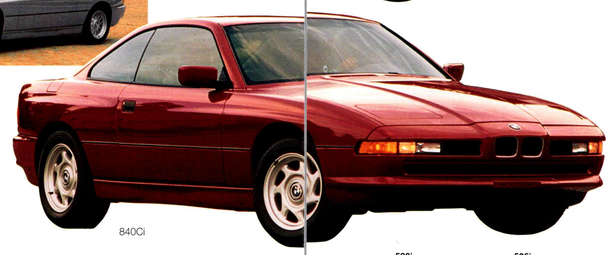
The 8-Series Sports Coupes are a finely balanced interplay of characteristics that illustrate BMW's total mastery of automotive art. The dynamic spirit and styling of these beautifully crafted sports coupes fulfill the desires of the truly discerning individual who demands luxury and high performance as the norm.

The **850Ci** is available only by special order, and crafted in limited production. A 5.4-liter V12 propels the **850Ci** from 0-60 in 6.4 seconds for a truly exhilarating driving experience. Contributing to this vibrant performance is BMW's Steptronic dual-mode transmission that provides the hands-on control of a manual transmission, without using a clutch.

The **840Ci,** with BMW's velvety-smooth, low-maintenance V8 engine, makes high-performance driving an attainable dream for a wider audience of sports driving enthusiasts. Taut steering and responsive suspension systems react quickly and predictably to your every move for exceptional handling.

In cars of this calibre, the interior luxury and wealth of amenities complement the stunning exterior. Ten-way power front seats in supple Nappa leather create a comfortably elegant environment in which to escape life in the fast lane. Unless that's where you enjoy driving.

850Ci



840Ci

# 7-Series

**7-Series "...this may be the most car for the money this world has ever seen..."*** Ever the perfectionist, BMW continues to hone and refine each detail, adding new technologies in safety, security and luxurious comforts, making these elegant sedans even more rewarding.

Introduced last year, the **740i** immediately established the standard: it was selected "Car of the Year" by the *Robb Report*. The long-wheelbase **750iL** and **740iL** luxury sedans impress even the most sophisticated travelers with their wealth of innovative concepts in comfort, security and convenience.

Designed for the discerning driver who insists on pleasure – on the road and in creature comforts – nothing has been overlooked. Rich leather, fine wood, frequently used controls located on the steering wheel, and seats with adjustable lumbar support are just a few of the many interior benefits. In motion, the smooth V12 and V8 engines show off their power in a totally civilized manner, while devouring the road with sporty responsiveness.

The BMW 7-Series has the social graces of a limousine, and the athletic spirit of a sports car.

* Car and Driver, August 1995, on the 1995 750iL.

**Specifications**

| | | M3 ('95) | 328is Coupe ('96) | 328i Sedan ('96) | 328i ('96) Convertible | 318is Coupe ('95) | 318i Sedan ('95) | 318i ('95) Convertible | 318ti ('95) | 540i ('95) | 530i Touring ('95) | 530i ('95) | 525i Touring ('95) | 525i ('95) | 750iL ('96) | 740iL ('95) | 740i ('95) | 850Ci ('96) | 840Ci ('95) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Engine | liter/type | 3.0/In-line 6 | 2.8/In-line 6 | 2.8/In-line 6 | 2.8/In-line 6 | 1.8/In-line 4 | 1.8/In-line 4 | 1.8/In-line 4 | 1.8/In-line 4 | 4.0/V8 | 3.0/V8 | 3.0/V8 | 2.5/In-line 6 | 2.5/In-line 6 | 5.4/V12 | 4.0/V8 | 4.0/V8 | 5.4/V12 | 4.0/V8 |
| Nom. output/rpm | hp | 240/6000 | 190/5300 | 190/5300 | 190/5300 | 138/6000 | 138/6000 | 138/6000 | 138/6000 | 282/5800 | 215/5800 | 215/5800 | 189/5900 | 189/5900 | 322/5000 | 282/5800 | 282/5800 | 322/5000 | 282/5800 |
| Top speed* | mph | 137 (137) | 128 (128) | 128 (128) | 128 (128) | 116 (116) | 116 (116) | 116 (116) | 116 (116) | 128 (128) | (128) | 128 (128) | (128) | 128 (128) | (128) | (128) | (128) | (155) | (155) |
| Accel. 0-60 mph** | sec | 6.1 (6.9) | 7.0 (7.7) | 7.0 (7.7) | 7.3 (8.2) | 9.9 (10.8) | 9.9 (10.8) | 10.6 (11.6) | 9.6 (10.[illegible]) | 6.2 (6.7) | (9.1) | 7.5 (8.8) | (9.7) | 8.6 (9.1) | (6.7) | (7.6) | (7.6) | (6.4) | (7.6) |

Figures in ( ) apply to vehicles with automatic transmission. *Top speed limited electronically. **Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and to please wear your safety belt at all times.

# THERE'S NOTHING LIKE A BMW WHEN IT COMES TO TURNING MOTION INTO EMOTION.